

## **Bertrand Burgers (1992)**

### **Baby Builder**

**2020**

Bertrand Burgers thinks we should be attempting to have a public conversation about technology, particularly with the emergence of more and more technologies that are expected to change our lives dramatically. Burgers' interactive *Baby Builder* installation highlights the ethical, social and moral issues associated with one of those technologies – genetic manipulation.

You can use the *Baby Builder* to design your own child: avoid nasty hereditary diseases, increase (or decrease) its intelligence and, while you're at it, make the baby more sociable. You can also choose a skin colour and sexual preference. But where do you draw the line? And is this the kind of future we want?

The *Baby Builder* was developed in close collaboration with scientists and researchers. The results are for example being used by researchers and Erasmus Medical Centre in Rotterdam to learn more about how opinions are formed in society.

Bertrand Burgers is a designer whose work explores the interface between art, technology and society.